



# HACK AOTEAROA

ARTIFICIAL INTELLIGENCE IN HEALTHCARE  
CONFERENCE & DATATHON

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***HACK AOTEAROA 2023***

***AI IN HEALTHCARE CONFERENCE & DATATHON***

***SPONSORSHIP PROSPECTUS***

*Pullman Hotel*

*Conference: 17th March 2023*

*University of Auckland*

*Datathon: 18th – 19th 2023*

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## WELCOME

Hack Aotearoa Conference & Datathon is hosted by Massachusetts Institute of Technology Critical Data and the Faculties of Medical and Health Sciences at the Universities of Auckland and Otago. The organising committee are pleased to invite you to support the Conference and healthcare datathon in Aotearoa.

The theme of the conference and datathon is *Mahitahi – partnerships and collaboration*. Digital health and data science is a key enabler for transformations within health systems, organisations, and models of care - we aim to bring together health professionals, technologists and data scientists to develop a greater understanding of the respective fields, the opportunities to improve outcomes and equity, and learn collaboratively through a datathon event.

The conference day will take place at a premier venue – the Pullman Auckland. During the Datathon, participants will form teams of health professionals, data scientists and others passionate about healthcare, data analytics, and cross-disciplinary collaboration to answer clinical and population health questions using aggregated and deidentified health datasets.

Hack Aotearoa is an exciting opportunity to advance the digital health and data science landscape in Aotearoa and we invite you to help us achieve this goal.

## Event convenors

- Dr Mataroria Lyndon (Ngāti Hine, Ngāti Wai, Ngāti Whatua, Waikato). Senior Lecturer, School of Medicine, University of Auckland. Co-founder and Clinical Director, Tend Health
- Dr Xaviour Walker – Associate Dean Pacific, Division of Health Sciences, University of Otago

## Further Information

For further information about the sponsorship and advertising opportunities outlined in this prospectus, or any queries regarding the conference, please contact [xaviour.walker@otago.ac.nz](mailto:xaviour.walker@otago.ac.nz)

All sponsorship packages and benefits can be tailored to meet your company's objectives. Please contact Dr Xaviour Walker to discuss any of these opportunities.



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## Event Programme

We have assembled a high-quality programme with local and international keynote speakers who are experts in the field of AI, digital healthcare, and big data analytics. The opening keynote speaker is Dr. Leo Anthony Celi (MD, MSc, MPH) - Principle Research Scientist, MIT Critical Data.

We are inviting Health Ministers, senior leaders in our health system reforms, and Eric Topol among our keynotes. Dr Leo Celi from MIT will be a keynote. Some proposed themes for the plenary sessions will include:

- The health reforms: Ki te pae tawhiti - Data driven flourishing
- Health informatics on a national scale
- Māori Sovereignty: Data, security, and privacy
- Health Intelligence and insights: Pacific methodologies and practices
- COVID-19: Innovations in models of care through digital health
- Connecting health information: Developing a national health data platform
- AI for Health: Augmenting Clinical Care
- Clinical datasets across the continuum of care
- Smarter health decisions with data science: an operational and policy example
- Future directions: Career opportunities and growing our AI and digital health workforce

We are proposing the datathon will have a population health focus using publicly available aggregated datasets from COVID (Our World in Data) and also the MIT MIMIC critical care dataset

## The Hack Aotearoa Conference & Datathon 2023 programme at a glance:

### DAY 1: Friday 17th March 2023 - Hack Aotearoa Conference Programme (Pullman Hotel)

A conference programme of plenary sessions including international faculty from MIT and local experts from across healthcare and data science speaking to the various applications of data science, digital health, and AI for healthcare

9:00AM – 4:30PM Conference programme (welcoming and plenary presentations)  
4:30PM – 6:00PM Conference reception including Datathon launch and team formation

### DAY 2: Saturday 18<sup>th</sup> March – Hack Aotearoa Datathon (University of Auckland Business School)

9:00AM – 9:30AM Opening plenary presentation  
9:30AM – 4:00PM Datathon event

### DAY 3: Sunday 19<sup>th</sup> March – Hack Aotearoa Datathon

9:00AM- 12:00PM Datathon continues

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12:00PM -12:30PM	Datathon presentations submitted & lunch
1230PM – 2:30PM	Datathon team presentations and judging
2:30PM – 3:00PM	Prizegiving and closing ceremony



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## Conference Venue

Hack Aotearoa 2023 will be held at the Pullman Hotel on Friday March 17<sup>th</sup> and the datathon event on Saturday March 18<sup>th</sup> to Sunday March 19<sup>th</sup> will be held at the Owen G Glenn Building at the University of Auckland Business School.

### Owen G Glenn Building

University of Auckland Business School  
12 Grafton Road  
Auckland City



## Exposure

Expected marketing plan, media opportunities

- Website
- Social Media
- Direct marketing

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## Invitation to Sponsor

Hack Aotearoa appreciates the support of all sponsors who share our commitment to advancing the digital health and data science landscape in Aotearoa. We have a range of sponsorship opportunities to suit a variety of budgets and marketing objectives. Contact Dr Xaviour Walker to secure your preferred sponsorship and start your partnership with Hack Aotearoa

## Key reasons to sponsor

- Utilise the conference marketing campaign to extend your brand reach and enhance your image within the AI community
- Interact with prospective customers face to face in a social relaxed environment, forming new relationships and identifying potential business opportunities
- Increase your company profile and promote your products and services

## Sponsorship Packages – all prices are in NZD and include GST 15%

Sponsorship Level	Major Sponsor \$20,000	Gold Sponsor \$15,000	Silver Sponsor \$10,000	Bronze Sponsor \$5,000
Complimentary conference registration incl. welcome reception	5	4	3	2
Exclusive Invitation to the VIP pre-conference dinner	3	2	1	1
Logo recognition on the conference website , with link to sponsors website	✓	✓	✓	✓
Logo on holding slides in all sessions	✓	✓	✓	✓
Verbal acknowledgement at opening & closing ceremonies	✓	✓	✓	✓
Organisational banners in conference venue ( to be supplied by sponsor)	2	1	1	1
Opportunity to Exhibit	✓	✓	-	-
Delegate List ( In accordance with the NZ Privacy Act 1993)	✓	✓	✓	✓

All sponsorship packages and benefits can be tailored to meet your company's objectives. Please contact Dr Xaviour Walker to discuss any of these opportunities.



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## Additional Opportunities

Additional Opportunities	
Associate Datathon Sponsor	\$15,000
Welcome Reception Sponsor	\$6,000
VIP Dinner Sponsor	\$5,000
Caffeine Cart	Price on negotiation (dependant of days)
Datathon Prize Sponsor*	\$5,000
Exhibitor (space only)	Price on negotiation

All of the below opportunities will receive the Delegate List (in accordance with the NZ Privacy Act 1993), logo published on the conference website with a link to your website, one invitation to the Sponsors Dinner, and verbal acknowledgement at conference.

### Associate Datathon Sponsor

Have your name associated with the first ever health care datathon in New Zealand, talk to us more about this sponsorship.

### Welcome Reception Sponsor at the Pullman

After a wonderful day of conferencing, have your name associated with the welcome reception with "Welcome Reception in Partnership with <<your name here>>".

### VIP Dinner Sponsor

In addition to the benefits above, have your name associated with our VIP dinner for event sponsors and keynotes.

### Caffeine Cart

Help keep the datathon delegates caffeinated with a coffee cart or coffee vouchers. Let's discuss what works for your branding.

### Datathon Prize Sponsor

Present and provide a prize to the high achieving datathon teams!

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All sponsorship packages and benefits can be tailored to meet your company's objectives. Please contact Dr Xaviour Walker to discuss any of these opportunities.





# Terms and Conditions

The following terms and conditions apply to Your application to sponsor and/or exhibit:

**You/Your** – Sponsoring / Exhibition company/organisation.

**We/Us/Our** – Event Services, The University of Auckland (acting as agent for the event local organising committee (the "**Principal**")).

By returning the completed and signed Application to Sponsor or Exhibit form (the "**Application Form**") you agree to be a sponsor of Hack Aotearoa 2023 being held at the Pullman Hotel and University of Auckland, from **17-19 March 2023** (the "**Event Period**") on the terms and conditions set out below, from the date that the Application Form is signed by You until the end of the Event Period.

We reserve the right to refuse or deny any application. When Your application has been received and is accepted by Us, We will send You email confirmation and attach an invoice for the total payment amount (as recorded on the Application Form). Our confirmation email amounts to an acceptance by Us of Your offer to sponsor. Once We confirm acceptance of Your application, there is a binding agreement between You and Us unless cancelled in accordance with these terms and conditions.

Your requested category of sponsorship may be limited to a certain number of sponsors and preference will be determined in order of receipt of the signed Application Form and payment. The event secretariat will notify You if You are unable to participate in Your requested category.

The Principal shall have control over selecting the invitees to the event and the selection of any speakers, presenters or authors.

Details of the event may change without notice. Please refer to the event website for the latest information.

## General

You will be informed of all deadlines for the provision of information or materials by way of email updates and updates to the event website. The deadlines for delivery or supply of materials, information or artwork are not negotiable. If materials, information or artwork required from You are not received by Us by the designated due date, their use for their intended purpose cannot be guaranteed. The value of these entitlements will not be refunded in this circumstance.

Due to privacy legislation, We cannot guarantee the inclusion of all event participants' details on any delegate list.

Sponsors and exhibitors are not entitled to entry into the event sessions or social events, unless the relevant tickets are offered as part of the particular sponsorship package. Sponsors and exhibitors who do not hold tickets as part of their sponsorship package and who wish to attend the event as a delegate must complete the appropriate registration form online and pay the applicable registration fee.

## Finance

All prices include GST and are quoted in New Zealand Dollars.

The total payment must be made in full within thirty (30) working days of the date of our invoice.

Sponsorship entitlements as set out in the relevant sponsorship prospectus will not commence until the total payment has been received in full.

If the total payment is not received within thirty (30) working days of the date of our invoice, We reserve the right to cancel the application and the designated sponsorship/exhibition space may be reassigned.

If You pay by electronic funds transfer or an international cheque You agree to pay any bank charges and must include these in the amount You transfer.

## Cancellation

You may only cancel the sponsorship arrangement within the period of five (5) days of receiving confirmation from Us. Cancellations may only be made in writing and must be forwarded to Event Services, The University of Auckland. In the event of cancellation by You, You agree to pay an administration fee of \$250. For the avoidance of doubt, if You cancel the sponsorship arrangement, We will not be obliged to provide any of the sponsorship entitlements to You, and no refunds of sponsorship will be made by Us for cancellations received by Us outside of the above permitted cancellation period.

We have the right to postpone or cancel the event and cancel this sponsorship agreement and shall not in any circumstances be liable for costs or losses resulting from such delay or cancellation.

## Liability

You assume entire responsibility and hereby agree to protect, indemnify, defend and hold Us harmless against all claims, losses and damages to persons or property, government charges, or fines and legal fees arising from or caused by Your installation, removal, maintenance, occupancy or use of the event venue or a part thereof, except to the extent that such liability is caused by the negligence of the event venue, its employees and agents.

Without limiting the above provision, You are responsible for any reasonable costs of repairing Your designated exhibition space or the event venue should You paint, mark or damage any fixtures or fabric.

You are also solely responsible for any physical loss or damage to Your own property while that is located at the event.

We will not be liable for and make no guarantee of the number of visitors to the event.

We will not be accountable for the level of commercial activity generated for You or any other person.

You acknowledge that the University of Auckland is acting as agent for the Principal and that these terms and conditions are for the benefit of and enforceable by the University of Auckland and the Principal.

## Exhibitors

You must only exhibit products sold or supplied, or services rendered by You. You may not assign, share, sub-let, or grant licences for the whole or part of Your designated exhibition space without prior approval from Us.

We reserve the right to rearrange the floor plan and/or relocate any exhibit without notice. We will not discount or refund for any facilities not used or required.

The general exhibition space will have a surface that allows for velcro fastenings. No cementing, nailing, tacking, taping or attaching of any material to the floor, walls or columns is permitted.

We reserve the right to ask You to remove any display items We deem as unacceptable, and if We do so You agree to promptly comply with Our request.

During the event hours, a representative from Your company/organisation must staff Your exhibit at all times.

You must conduct business only from within the confines of Your designated exhibition space and must ensure that Your representatives and employees do not tout, or place any material, outside of Your designated exhibition space in a manner that obstructs the aisles. You must ensure that You and Your representatives comply with all relevant laws and with all policies relating to the event.

All material used in the event venue and/or exhibitor's space must conform to all appropriate regulations that We notify to You.

You shall not commence dismantling or packing product before the end of the final coffee break on the last day of the event. We will not be held responsible for any items left behind, including where remaining items are discarded by Us or any other person.

You hereby waive and abandon any right to claim specific performance of any obligation of Us now or henceforth.

### **Print entitlements**

Your logos and/or company/organisation name will be reproduced in the event colour/s, full colour, or mono, at our discretion. All logos must be at least 300 DPI at 100% in EPS (preferred for print) and JPEG (preferred for website) format.

No print or web recognition will be given unless payment terms have been met.

### **No animals**

No animals are permitted within University of Auckland buildings. Guide dogs for the visually impaired are the only exception.

### **Privacy statement**

Your name and contact information, including electronic address, may be used by parties directly related to the event (such as the Principal, other organisers, and approved stakeholders) for related purposes such as promotion, networking, and administration related to this event and future events of this type. You may decide the extent of any personal information disclosed to Us but Our ability to provide the sponsorship entitlements may be limited if You withhold requested information.